

## CLAIMS

1. A display comprising:
  - an optically opaque base comprising first and second surfaces, said
  - 5 optically opaque base comprising an aperture, said aperture defining an outer perimeter of a display element;
  - a rib attached to said base and disposed within said aperture such that said rib is not coplanar with said first and said second surfaces of said base;
  - 10 an optically opaque inner member defining an inner perimeter of said display element, said inner member disposed in said aperture to define a region between said outer and inner perimeters of said display element, said inner member attached to said rib; and
  - a light source disposed to project light toward said inner member and
  - 15 said base such that light passes through said region.
2. A display as in Claim 1 wherein said light source comprises at least an LED.
- 20 3. A display as in Claim 1 further comprising a diffusing material disposed in at least a portion of said region.
4. A display as in Claim 1 further comprising a diffusing film disposed on one of said first and said second surfaces so as to cover said region.
- 25 5. A display as in Claim 1 wherein said rib has an approximately triangular cross-section, said rib having an apex of said triangular cross-section located proximate to one of said first and said second surfaces.
- 30 6. A display as in Claim 1 wherein said display element comprises an alphanumeric character.

7. A display as in Claim 1 wherein said rib is recessed about 0.05 mm from one of said first and second surfaces.
8. A display as in Claim 1 wherein said rib is tapered.
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9. A display comprising:
- an optically opaque base comprising first and second surfaces, said optically opaque base comprising an aperture therethrough, said aperture defining an outer perimeter of a display element;
  - 10 a sculpted rib attached to said base and disposed within said aperture such that said sculpted rib is not coplanar with said first surface of said base;
  - an optically opaque inner member defining an inner perimeter of said display element, said inner member disposed in said aperture to define
  - 15 a region between said outer and inner perimeters of said display element, said inner member attached to said sculpted rib; and
  - a light source disposed to project light toward said inner member and said base such that light passes through said region.
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10. A display as in Claim 9 wherein said sculpted rib has a substantially triangular cross-section.
11. A display as in Claim 9 wherein said sculpted rib has a cross-section resembling a triangular shape on top of a rectangle.
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12. A display as in claim 9 wherein said sculpted rib is disposed within said aperture such that said sculpted rib is not substantially coplanar with said second surface of said base.
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13. A display as in Claim 10 wherein said triangular cross-section comprises curved sides.

14. A display comprising:
- an optically opaque base comprising first and second surfaces, said  
optically opaque base comprising a plurality of apertures therethrough,  
each said aperture defining an alphanumeric character, said  
5 alphanumeric characters being arranged in a sequence having a defined  
meaning, at least one of said apertures defining a closed alphanumeric  
character that encloses an optically opaque inner member comprising a  
third surface substantially coplanar with said first surface of said base  
and a fourth surface substantially coplanar with said second surface of  
10 said base;
- a sculpted rib disposed within said aperture defining said closed  
alphanumeric character such that said sculpted rib is not coplanar with  
said second surface of said base, said sculpted rib connecting said inner  
member to said base such that said inner member is kept in fixed  
15 relation to said base; and
- a light source disposed to project light toward said base such that light  
passes through said plurality of apertures to illuminate said sequence.
15. A display as in Claim 14 wherein said sculpted rib is disposed such that  
20 said sculpted rib is also not coplanar with said first surface.
16. A display as in Claim 14 such that said light source comprises at least an  
LED.
- 25 17. A display as in Claim 14 further comprising a diffusing material disposed  
in said plurality of apertures.
18. A display as in Claim 14 further comprising a diffusing film disposed on  
one of said surfaces of said base and said inner member, said film covering  
30 said plurality of apertures.
19. A display as in Claim 14 wherein said sculpted rib is tapered.